



TRINIDAD  TOBAGO  
FINE COCOA COMPANY



**Building your brand in the marketplace**  
30/09/2021



## Your Brand: It's about the story you want to tell....



- **What is your USP?** Ingredient, process, design, product
- Create a **distinctive** brand (be aware of what can and cant you use... national emblems)
- Deliver an **experience** not just a product (preferably unique)
- Take your customer on a **journey** (its not just about a product)
- What are the **tools** and **partnerships** to help tell the story
- How does your brand/ company/ team **make the world better!!**

# The origin of TTFCC



TRINITARIO 

# What are TFFCC's core brand values?



## Traceability, Quality, Innovation, Excellence

Use of blockchain technology, tracking from 'field-to-table' approach, promoting product and technology innovation to create a unique culinary experience



## Respect, Diversity, Integrity, Ethical

Develop 'cutting-edge digital' strategies to demonstrate our sustainable business approach and ethics



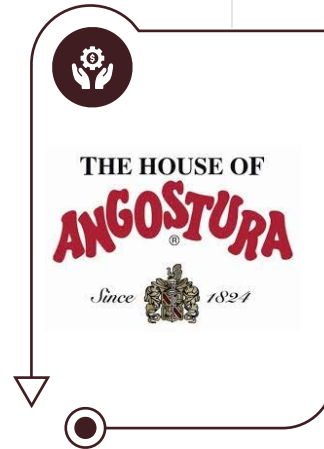
## Promoting Trinitario Cocoa

Creating unique Trinitario products at the highest standards

# Creating innovative partnerships.

## Partnerships in 2022....

  
**Harrods**



# Innovation in cocoa



## What do potential partners look for....

- **Win-Win scenarios** (financially, logistically -how can we help each other)
- Help to **tell the story** to their costumers
- **Create new** products or experiences for their customers
- **Helping to do good** - strengthening their CSR, offset their environment, ethical credentials (Cocoa Carbon Project)
- **Supporting local/ small businesses** - seen to be helping others
- New ways of **generating revenue!!!**



# Covid: A new opportunity for SME branding.

Corporations are looking for brands to support as part of their CSR - focusing on livelihoods and the environment.



New SME technologies help develop global brand coverage and direct consumer sales using social media and e-commerce tools i.e., Amazon.



Consumers are increasingly aware of origin and ethical issues creating opportunity for new 'storytelling' brands.



IP tools increase the economic valuation of businesses, greater protection, greater value.





# Change in a covid world: Luxury brands VS ethical brands...



VS





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Harrods

SELECTION 2018

**Partnerships for promoting farmers..**

**Utilise other people's influence/ networks.... (be proactive!)**



## Why protect your brand?

- Communicates a **professional** approach, builds a reputation
- Helps demonstrate the intent to protect the **company** assets
- **Reduces risk** of your company IP being abused (including partners)
- Potential for **generating income** (licensing, marketing assets)
- Potential to increase company **asset value**
- Protects your **market** and your **customer**... the genuine article!



Thank  
You

